



Questions and Answers

ABOUT

HEINZ STRAINED FOODS

Their uses, preparation and comparison with ordinary methods

H. J. HEINZ CO. LTD.
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HEINZ

STRAINED FOODS

USES OF HEINZ STRAINED FOODS

QUESTION ♦ For whom are Heinz Strained Foods recommended?

ANSWER ♦ Heinz Strained Foods are especially adapted for the following uses :

1. Baby Feeding — Infants from four months to two years.
2. Soft diets for children or adults having stomach or intestinal disorders.
3. Convenience in feeding invalids and convalescents.
4. General Uses :
 - a. Gelatins and desserts.
 - b. Fruits for whips, etc.
 - c. Simple soups.

QUESTION ♦ Why should the baby receive strained foods?

ANSWER ♦ Strained Foods are included in the baby's diet because :

1. By the time the baby has reached its fifth month, his reserve store of

iron has become depleted and it must be replenished by some outside source.

2. To meet an increased vitamin need.
3. To add a mild, non-irritating form of bulk to the diet.
4. To accustom the baby early to the taste of a variety of vegetables.

PREPARATION OF HEINZ STRAINED FOODS

QUESTION ♦ Are Heinz Strained Foods prepared from fresh vegetables?

ANSWER ♦ Only the finest vegetables are used in the preparation of these products with the shortest possible elapsed time from growing fields to the kitchens where they are made.

QUESTION ♦ How are Heinz Strained Foods cooked?

ANSWER ♦ After being carefully trimmed and washed, the vegetables are cooked by means of light steam pressure, in the absence of air.

QUESTION ♦ Why are they cooked in the absence of air?

ANSWER ♦ One means of destroying certain vitamins is by bringing them in contact with air, particularly while heating.

QUESTION ♦ Is any water added to Heinz Strained Foods during the cooking process?

ANSWER ♦ No water is added to Heinz Strained Foods. They are cooked and canned in their own natural juices.

QUESTION ♦ Is there any reason for not adding water?

ANSWER ♦ Yes, for added water renders the product too thin, necessitating either evaporation or the pouring away of surplus liquid, which contains a large portion of the minerals.

QUESTION ♦ How are Heinz Strained Foods strained?

ANSWER ♦ The cooked vegetables are forced through a fine meshed sieve, removing coarse particles that might prove irritating to the digestive system; thereby assuring an even, uniform consistency. The juices that come from the vegetables during the steaming process are added during the straining process. This process is also carried out in the absence of air. The purée is then quickly vacuum packed into special enamel-lined tins.

QUESTION ♦ Why is a special type of lining necessary ?

ANSWER ♦ The chances of metallic contamination of the product are in this way eliminated. Three types of enamel lining are used, as some of the foods require a differently treated enamel from others.

QUESTION ♦ Are Heinz Strained Foods thoroughly sterilized ?

ANSWER ♦ Yes. After the cans are sealed they are immediately sterilized to render the product thoroughly sterile and in a condition to be kept for a long time without spoilage or flavour deterioration.

QUESTION ♦ Why are Heinz Strained Foods not packed in glass ?

ANSWER ♦ Because it has been found that light has an adverse effect on the vitamin content and on the palatability of the product.

COMPARISON OF HEINZ STRAINED FOODS WITH STRAINED FOODS PREPARED BY THE ORDINARY HOME METHODS

QUESTION ♦ Are Heinz Strained Foods superior to the ordinary home prepared strained Foods ?

ANSWER ♦ Yes, because Heinz have a very special equipment necessary to bring vitamin and mineral losses to a minimum and to turn out a uniform product.

QUESTION ♦ In what ways are the ordinary home methods inferior to the Heinz method ?

ANSWER ♦ In the following ways :

1. In home preparation it is often necessary to use cold storage vegetables, many hours exposed to the vitamin-robbing air, or ordinary canned vegetables, which usually must be cooked again to soften them sufficiently to purée (double cooking results in loss of flavour and reduces vitamin content). Heinz Strained Foods are prepared from the finest vegetables with the

shortest possible elapsed time from growing fields to the kitchens where they are made.

2. With ordinary home equipment, the foods are exposed to air for quite a period of time, both in the cooking and purée-ing processes. In the Heinz method air is excluded in both these processes.
3. In the ordinary home method water is added to prevent burning and this surplus liquid is often poured away causing loss of soluble vitamins and minerals. In the Heinz method no water is added—they are cooked in their own natural juices and minerals are retained.
4. Equipment ordinarily used in home cooking makes it very difficult to secure a consistently uniform, smooth product from which all the irritating fibrous material has been removed. Heinz is uniform, both in consistency and flavour.
5. To soften the vegetables for sieving in the ordinary home method the foods are often cooked too long, which is destructive to certain vitamins and also the flavour. Heinz Strained Foods are never overcooked.

METHODS OF FEEDING HEINZ STRAINED FOODS

QUESTION ♦ At what age are Heinz Strained Foods recommended?

ANSWER ♦ The age for beginning Heinz Strained Foods depends upon the doctor in charge of the baby. Babies vary in their ability to accept new foods without upsets. Many babies can take small amounts of any of the Heinz Strained Foods at four months or even younger. Other babies are more sensitive, and therefore must be introduced to new foods very gradually.

QUESTION ♦ Which vegetables are usually started first?

ANSWER ♦ The following is a typical schedule for starting Heinz Strained Foods :

Four months—Start Carrots, Spinach, Tomatoes and Vegetable Soup.

Five months—Add Green Beans, Peas, Mixed Greens, Cereal, and Apricots and Apple Sauce.

Six months—Add Prunes, Beets, and Beef and Liver Soup.

QUESTION ♦ How should the mother prepare these foods for the first feeding?

ANSWER ♦ A small quantity such as a teaspoonful may be diluted with water or milk, because the baby is used to a liquid diet and the change to solid or semi-solid foods should be brought about gradually. The quantity can be gradually increased until the baby is taking a full $4\frac{1}{2}$ oz. tin at ten to twelve months. As the child gets older, the quantities are increased, the added liquid may be reduced and finally dispensed with as desired.

QUESTION ♦ Is there any special method that should be employed in heating these foods for the baby?

ANSWER ♦ Yes. At first when only a portion of the tin is used for a serving it should be heated in a double boiler (with a tight lid) until the correct temperature to serve. Later, when the child is using a full tin it is best to heat the contents right in the tin by immersing the can in hot water for ten minutes.

MISCELLANEOUS QUESTIONS

QUESTION ♦ Are Heinz Strained Foods seasoned in any way?

ANSWER ♦ Heinz Strained Foods consist of the fresh vegetable pulp, canned in its own natural juices, without the addition of salt, spices or sugar, unless exception is noted on label. Salting when permissible brings out the fine natural flavour of the vegetables for adult taste.

QUESTION ♦ Why are Heinz Strained Foods unseasoned?

ANSWER ♦ Our close contact with the Medical Profession through our Professional Relations Department establishes the fact that a great majority of the medical advisers do not look with favour upon the addition of seasoning, preferring to have this left to the direction of the Physician. There are cases requiring salt-free diets in which these foods could not be used if they were seasoned.

QUESTION ♦ Do Heinz Strained Foods have any laxative value?

ANSWER ♦ Several of the Heinz Strained Foods have some laxative action because they furnish bulk. Strained Mixed Greens

are especially valuable for their gentle laxative effect. Medicinal laxatives are rarely required when this variety is included in the baby's diet.

QUESTION ♦ Can Heinz Strained Foods be left in the opened can? How long will the foods keep in good condition after opening?

ANSWER ♦ These foods may remain safely in the enamelled tin, if properly chilled, for serving the second day. It is well to remove the vegetables to a clean sterile glass jar with a screw lid; this prevents the food drying out and aids in retention of vitamins. If kept well protected from contamination in a good cold refrigerator they may be held safely as long as six days.

DESCRIPTION OF HEINZ STRAINED FOODS

HEINZ STRAINED PRUNES This is a heavy prune pulp containing some lemon juice. The acid of the lemon juice gives a pleasing tartness and improves its keeping qualities. It is a good energy food. It generally has a gentle laxative action, and its iron content is very high.

HEINZ STRAINED VEGETABLE SOUP A delicious blend of carrots, celery, potatoes, tomatoes, a little onion, cereals and yeast extract. Barley and rice give smoothness and energy value. The yeast extract gives a meaty flavour and adds to the content of Vitamins B₁ and B₂. It may be served as it is or diluted with milk or water to make a tasty soup for Baby or adults. It is not to be confused with Heinz Vegetable Soup, which is not strained and is therefore less suitable for babies.

HEINZ STRAINED SPINACH Made of the dark green, curly variety of spinach. It has a concentrated flavour because the mineral-containing juices obtained in cooking are reduced in volume and returned to the product. Heinz Strained Spinach is a good source of Calcium, Phosphorus, and also of Vitamins A, B₁, B₂ and C.

HEINZ STRAINED PEAS Sweet, tender peas are cooked as soon as removed from the pod. The coarse skin, covering the pea kernel, is removed in the straining process. Heinz Strained Peas are packed as a heavy purée, which is an energy and tissue-building food, as well as supplying good amounts of Iron and Phosphorus. They are also a good source of Vitamins A, B₁ and C and energy.

HEINZ STRAINED BEETS Made from selected, freshly harvested beets and processed in such a way that the bright red colour and fresh flavour are well retained.

Strained Beets are a good energy food and are high in Iron and Phosphorus content. They are generally not introduced until several weeks after the baby starts eating carrots and spinach.

HEINZ STRAINED TOMATOES This product is made from the same fine grade of tomatoes as Heinz Tomato Juice. Heinz Strained Tomatoes have an excellent content of Vitamin C with Vitamins A and B₁; Iron and Phosphorus are also present in high proportion. It is a concentrated product, and if its flavour seems too sharp it may be diluted with a little water.

HEINZ STRAINED CARROTS Are prepared from sweet, juicy, tender carrots, freshly gathered—hence the good flavour, and its considerable richness in the valuable Vitamin A. Heinz Strained Carrots are easily digested.

HEINZ STRAINED GREEN BEANS Made from crisp, tender, young green beans from which the fibrous parts are carefully removed. This product is also very well taken by most babies. Its good content of Calcium and Phosphorus makes it helpful in the building of bones and teeth. Vitamins A and B₂ are present also in good proportion.

HEINZ STRAINED CEREAL A mixture of wheat hearts, whole wheat, and oats. This is long cooked without milk, and no sugar or salt is added. Has a splendid Phosphorus content.

HEINZ STRAINED MIXED GREENS An appetizing blend of Kale, Green Lettuce and Green Asparagus. It is highly nutritious because of its content of Vitamins A, B₁, B₂ and C, and available calcium and iron. By supplying bulk it has gentle laxative qualities.

HEINZ STRAINED APRICOTS AND APPLE SAUCE This is the pulp of fresh apricots (free from all artificial colour) to which apple sauce has been added to reduce the tartness of the fresh fruit. It is rich in Vitamin A and Iron, and is a good food for energy.

HEINZ STRAINED BEEF AND LIVER SOUP Made from young beef livers, selected lean beef and broth, blended with a tasty combination of potatoes, tomatoes, celery, and carrots. Being finely cut and strained, it is an excellent first meat food for baby. It is good for cases of anæmia in infants or adults where liver is needed in the diet, and is well-balanced for other nutritional purposes.

QUESTION ♦ What are the sizes of Heinz Strained Foods?

ANSWER ♦

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| 1. Strained Spinach | 7. Strained Beets | } 4½ oz. |
| 2. Strained Carrots | 8. Strained Apricots and Apple Sauce | |
| 3. Strained Vegetable Soup | 9. Strained Mixed Greens | |
| 4. Strained Tomatoes | 10. Strained Beef and Liver Soup | |
| 5. Strained Green Beans | | |
| 6. Strained Peas | | |
| 11. Strained Prunes 5 oz. | 12. Strained Cereal 10 oz. | |

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